

**CITY OF DELTONA, FLORIDA
ECONOMIC DEVELOPMENT COMMERCE PARK & MICRO-INCUBATOR STUDY
SUB-COMMITTEE MEETING
FRIDAY, MARCH 2, 2012**

A Regular Meeting of the Economic Development Commerce Park & Micro-Incubator Study Sub-Committee was held on Friday, March 2, 2012 in the City of Deltona's 2nd Floor Conference Room at 2345 Providence Blvd., Deltona, Florida.

1. CALL TO ORDER:

The meeting was called to order at 3:32 p.m. by Chairman Cerrato.

2. ROLL CALL:

Chairman	Joe Cerrato	Present
Vice Chairman	Roy Braddy	Present
Sub-Committee Member	Bob Desmond	Absent (excused)
Sub-Committee Member	John "Jack" Kesler	Present
Sub-Committee Member	Franklin Welch	Present
Staff Liaison	Jerry Mayes	Present

Also present: John Wannamaker, Citizen Advisor, Dr. Heather Garten, resident and George Voll, Citizen Advisor.

3. APPROVAL OF MINUTES & AGENDA:

A. Adoption of the Minutes – February 3, 2012.

Chairman Cerrato asked if there was any discussion and if not a motion is in order.

Motion was made by Mr. Welch, seconded by Mr. Kessler to approve the minutes for February 3, 2012 as submitted.

Motion carried with members present voting unanimous.

B. Additions or Deletions to the Agenda.

Chairman Cerrato asked if there were any additions or deletions to the agenda and there were none.

4. WELCOME OF GUESTS & PUBLIC:

Chairman Cerrato welcomed the guests to the meeting.

5. CITY LIAISON REPORT:

A. Review of City Commission determination:

(1) Micro-Incubator name change granted – "SunRail Parking" deleted.

Mr. Mayes reported the City Commission approved dropping the "SunRail Parking" from the sub-committee's name adding Micro-Incubator Study; the new sub-committee name will be "Commerce Park and Micro-Incubator Study Sub-Committee.

Mr. Mayes referred to two sheets in their packets with information on ribbon cuttings and encouraged the DEDAB Members, Sub-Committee Members and public participants to attend. He pointed to some complementary articles regarding some accomplishments by the board/sub-committees.

6. OLD BUSINESS: None

A. Review of DEDAB/Committee By-Laws, Article IV, Attendance:

- (1) Section 1: "Members' office may be declared vacant ... for conduct bringing discredit to the City of Deltona or the Advisory Board/Committee".

Mr. Mayes began the discussion with a 2012 DEDAB Meeting Schedule for the members' information so they will know when the DEDAB Meetings are to be held, the reports are due to the City Clerk's Office and the date the reports will be presented before the Commission. He stated the next presentation will be given in May by whoever the Chairman will be at that time as there will be an election of officers taking place in May. He stated he will check with the City Clerk to make sure.

- (2) Section 2: "If a member has three (3) unexcused absences, the Advisory Board/Committee shall terminate the individual's membership... City Clerk's interpretation is that absences will be tallied from both the DEDAB and DEDAB Sub-Committees.

Mr. Mayes stated the sub-committee member attendance is now part of DEDAB explaining that three (3) unexcused absences means you will be dropped from DEDAB by vote of DEDAB so; please make sure you notify him if you are going to be absent.

7. NEW BUSINESS:

A. Discussion of the City Commission decision on assigning a new task:

- (1) "Micro-Incubator": view copy of Commission Workshop presentation slide.

Chairman Cerrato stated there is a presentation in the meeting packets regarding the direction from the City Commission for the sub-committee to research a micro-incubator program for Deltona. He stated the Commission did express they did not want the City running this program and they did not want the City to be a landlord. He stated what the sub-committee needs to do today is determine how it wants to move forward in doing the research. He stated after speaking with Mr. Mayes he recommended inviting someone to come and speak like Mr. Wayne Hardy a Director at Seminole State Community College who handles their micro-incubator program. He stated they have had this program for several years and can maybe give some background on what they are doing, any successes they have had and how we can get started. He suggested also asking Cheryl Adkins the City's Grants Coordinator to do some research and come speak about any grants that may be available. Mr. Kesler commented that he had studied in detail what the City of Lake Wales had done and it was impressive suggesting they could ask for guidance from that city. Mr. Mayes asked the sub-committee to keep in mind that unlike Deltona the Lake Wales area is largely an agricultural area so a lot of the funds they received came from the U. S. Department of Agriculture. Mr. Kesler stated what interested him was that Lake Wales had developed some outside funding groups independent of the City commenting we could maybe do that and not need the City's okay; we could just report to them. Mr. Mayes reminded the sub-committee that no one as a DEDAB member or DEDAB sub-committee member could be a part of that group because that would be a solicitation however, we do have a citizen and two citizen advisors in attendance here who might be willing to help form something like that. Mr. Braddy commented it would be a good starting point to invite Mr. Hardy to speak at a meeting or at least invite someone from Central Florida who has done this. He added it would be good to know about any obstacles they faced and any grant possibilities.

Motion was made by Mr. Braddy, seconded by Mr. Kesler to ask Ms. Atkins if she could do some research as she is time sensitive with her work.

Motion carried with members present voting unanimous.

Chairman Cerrato stated the instructions for Ms. Atkins are to report back to the sub-committee within 60 days and staff was directed to contact Mr. Hardy about speaking at the April meeting. Ms. Garten stated companies like Lockheed Martin who do business with the government have to contract out to small businesses suggesting that you should not just look for grants or just going to SEC but go to UCF and bigger areas because they are trying to bring in government jobs and Deltona has the real estate and the small businesses they need. Mr. Mayes suggested possibly finding a sponsor. Mr. Wannamaker stated he has read that there are some 2,500 small businesses in Deltona suggesting possibly finding out what kind of small businesses there are before going forward to make sure we are moving in the right direction. Mr. Mayes stated we can begin with the City's business license department as home businesses are renewing their license to get specifics however some of the home businesses don't want the City to know what they are doing. He added he believes most of the businesses are a single person office within the home but there are some small assemblers or host sellers that could utilize a small office and warehouse area. Mr. Voll stated a lot of the businesses have websites linked to their names and suggested a committee, a group or person be assigned to try to look at the names/websites of businesses to determine what they do or what category they may fall under and then do a flow chart. He stated another avenue is through surveys. He stated he sends out to about 5,000 a week and receives phenomenal response. Mr. Mayes stated we are working on a survey at this time that will go out in late March early April however it does not address this. He stated maybe later in the year they could do another survey keeping in mind surveys are not free and Boards and Sub-Committees cannot solicit money. Mr. Wannamaker offered that he could use the mailing list of the estimated 2,500 small businesses in Deltona if he had access to it and he feels we should not wait; this could be his project. He suggested the sub-committee work on the questionnaire and he would work on coming up with the funding from the private sector side. Mr. Voll stated list of businesses is public record. Mr. Wannamaker stated this could be something he could do and then report back like he did before. Mr. Mayes gave a re-cap of the discussion:

1. Invite Wayne Hardy from Seminole State College to speak at next meeting.
 2. Invite Cheryl Atkins to speak at the May meeting. He will notify her to see if she can start looking for grants for funding sources that we may utilize that deal with micro-incubators.
 3. What is the best way to "go to market"? Mr. Wannamaker stated you can go to some of the websites for micro-incubators like the one in Sanford that is run through UCF and see who their sponsors are but it may be premature to go out and find funding without being able to tell what kind of micro-incubator it is and who will be running it. He stated the incubator on the east side has been very successful and suggested since UCF has funded a grant to do a survey for an incubator on the west side of Volusia, a survey of Deltona businesses would be important to see what kind of businesses would be interested in a micro-incubator in Deltona. Mr. Mayes stated he would like to be able to go to the DEDAB in six months to a year with the concept of a micro-incubator including the type of building, location, who it is sponsored by and a list of interested businesses. Ms. Garten suggested they should also consider the rapid change of technology and that a lot of jobs may be internet based which wouldn't require a building. Mr. Mayes asked Mr. Voll and Mr. Wannamaker if they could work together to put a survey together and report back.
- (2) Discussion on this sub-committee meeting once per month instead of twice per month on a rescheduled day and at a prescheduled time.

Mr. Mayes asked the Board to consider meeting once a month explaining that meeting twice a month does not allow enough time for administrative staff to complete minutes before the next meeting as they have other Board meetings and duties they are responsible for.

Motion was made by Mr. Welch, seconded by Mr. Braddy for the DEDAB Commerce Park & Micro-Incubator Study Sub-Committee to meet on the second Friday of each

month at 3:30 p.m. in the 2nd Floor Conference Room going forward and if a holiday falls on that day, Mr. Mayes will reschedule the meeting.

Motion carried with members present voting unanimously.

(3) Discussion on inviting guest speakers. This item was discussed previously in the meeting.

8. MEMBER COMMENTS:

Mr. Braddy commented this was a good meeting and he was excited to be able to get some things moving.

Mr. Kesler commented he had been a little worried as he believed the sub-committee was stumbling a little but is pleased that there seems to be some direction now.

Mr. Welch commented that the discussion was exciting.

Chairman Cerrato thanked everyone on the sub-committee for their contribution to SunRail to make it successful. He thanked everyone for coming to the meeting today commenting the sub-committee is on track and has a good game plan.

9. PUBLIC COMMENTS: None

10. CONFIRMATION OF NEXT MEETING DATE, TIME AND LOCATION.

Next meeting scheduled for Friday, April 13, 2012 at 3:30 p.m. in the 2nd Floor Conference Room.

8. ADJOURNMENT:

Motion was made by Mr. Welch, seconded by Mr. Braddy to adjourn the meeting.

Motion carried with members present voting unanimously.

The meeting adjourned at 4:26 p.m.

Joseph Cerrato, Chairman

ATTEST:

Janet Day, Admin. Assistant II